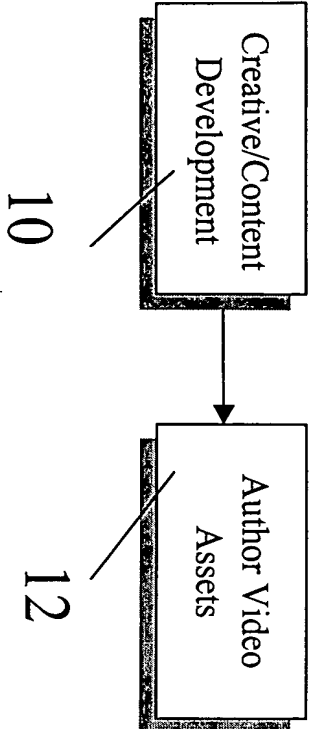
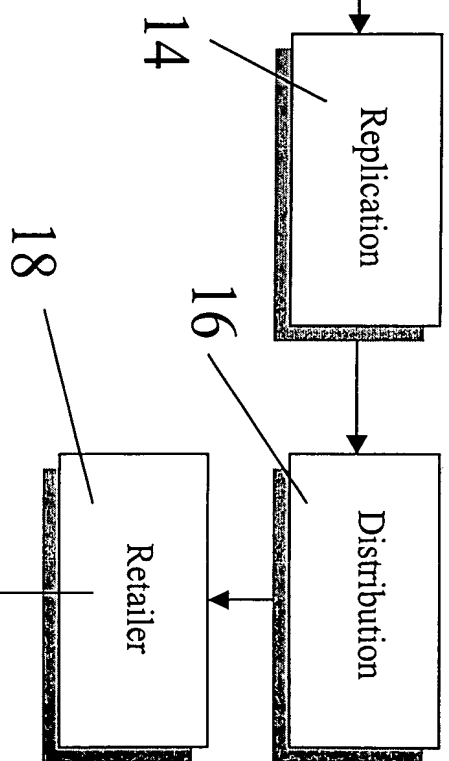


09/295856

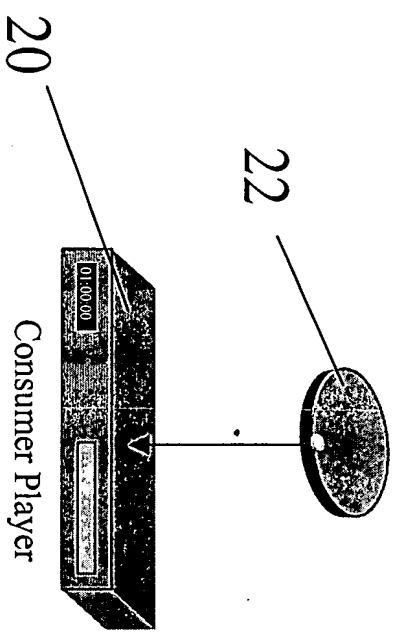
1. Author



2. Distribute



3. Consume



DVD Life Cycle (pre-InterActual)

FIGURE 1

29/02/14 MMS
Serving as Summary

09295856-042199

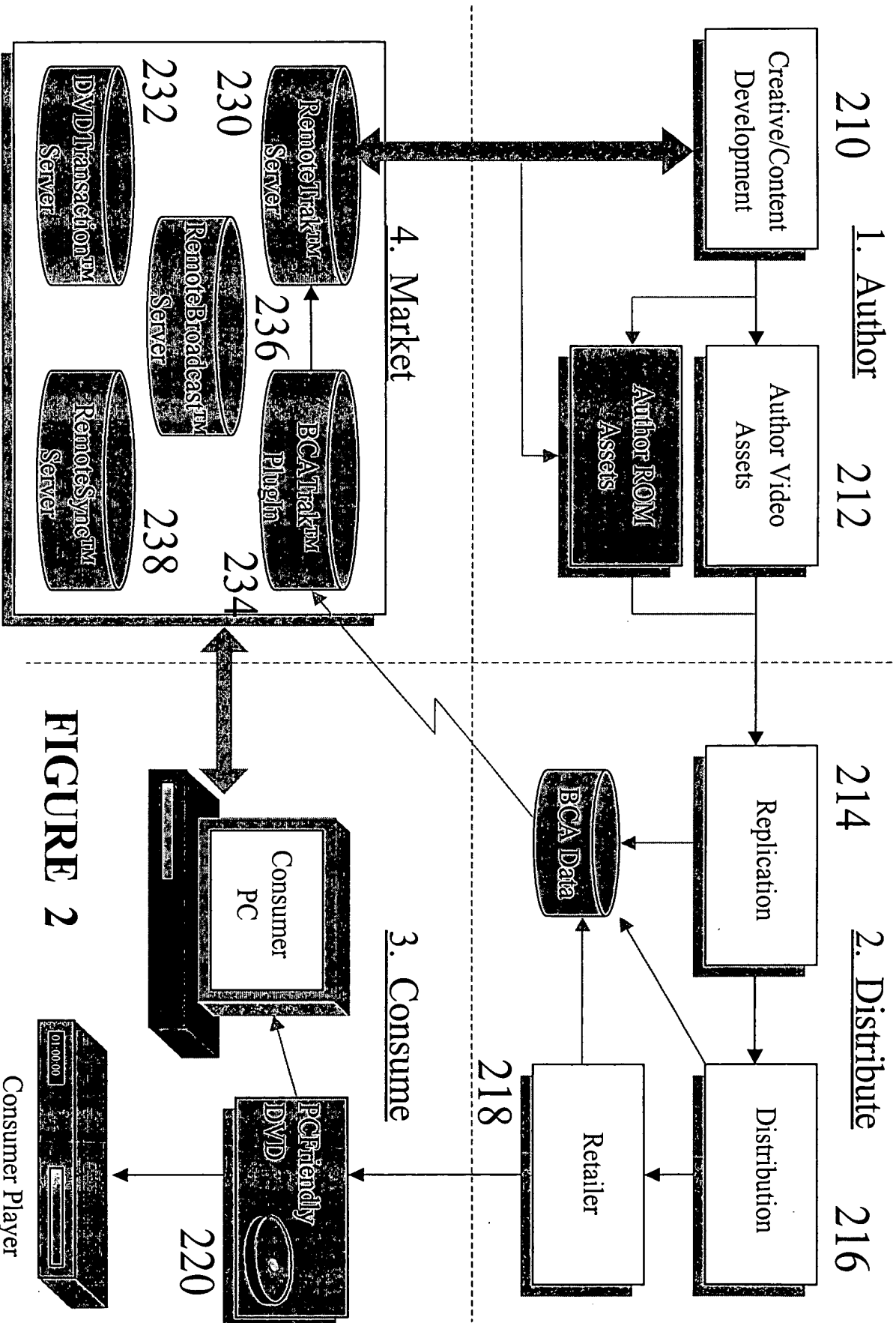


FIGURE 2

Consumer Player

220

Consumer PC

3. Consume

218

Retailer

Distribution

214

2. Distribute

216

Replication

BCA Data

4. Market

RemoteTitak™ Server

230

236

BCATitak™ Plugin

234

RemoteBroadcast™ Server

232

DVDTransaction™ Server

RemoteSynergy™ Server

238

210

1. Author

212

Creative/Content Development

Author Video Assets

Author ROM Assets

09295855 : 042109

20/02/15 puc
52 noted was sample

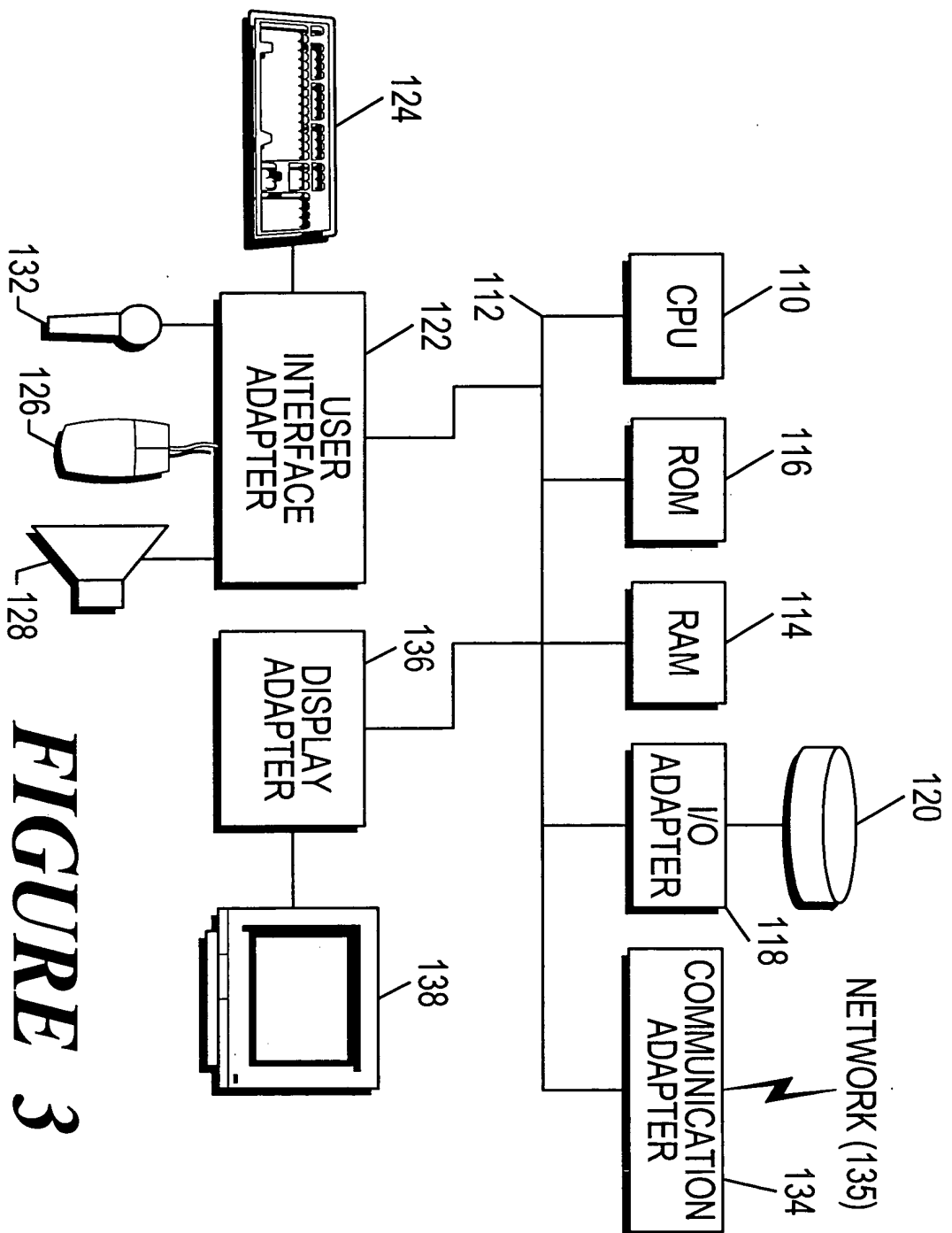


FIGURE 3

DVD Life Cycle (pre-InterActual)

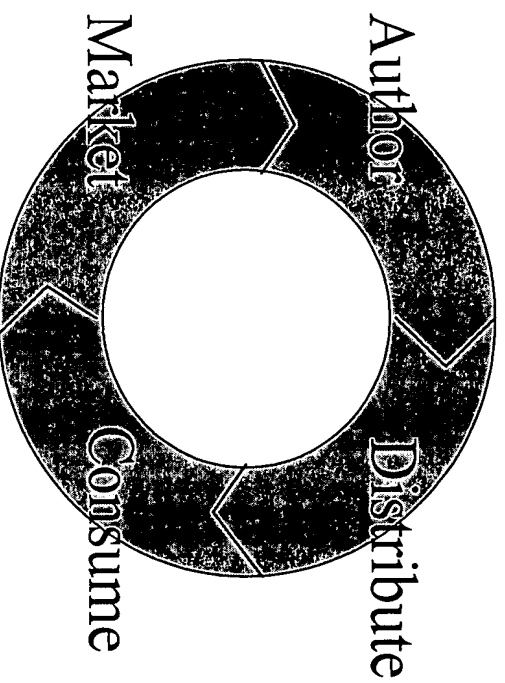


Overview:

- 1) Very similar life cycle to video cassette: video is authored, distributed to retail centers/outlets, purchased by consumer for playback on TVs.
- 2) Linear life cycle: No further contact with consumer.

FIGURE 4

DVD Life Cycle (w/InterActual's Software)



Overview:

- 1) PC market offers a completely new phase to DVD's life cycle: marketing. Motivating PC consumers to purchase and interact with DVDs provides for additional branding and direct marketing opportunities online.
- 2) Performance and usage information collected online can be used to influence content creation process - turning the linear life span into a cyclical one
- 3) Internet can be used to deliver new content.

09205255 - 042199

2012/11/20 10:10:10

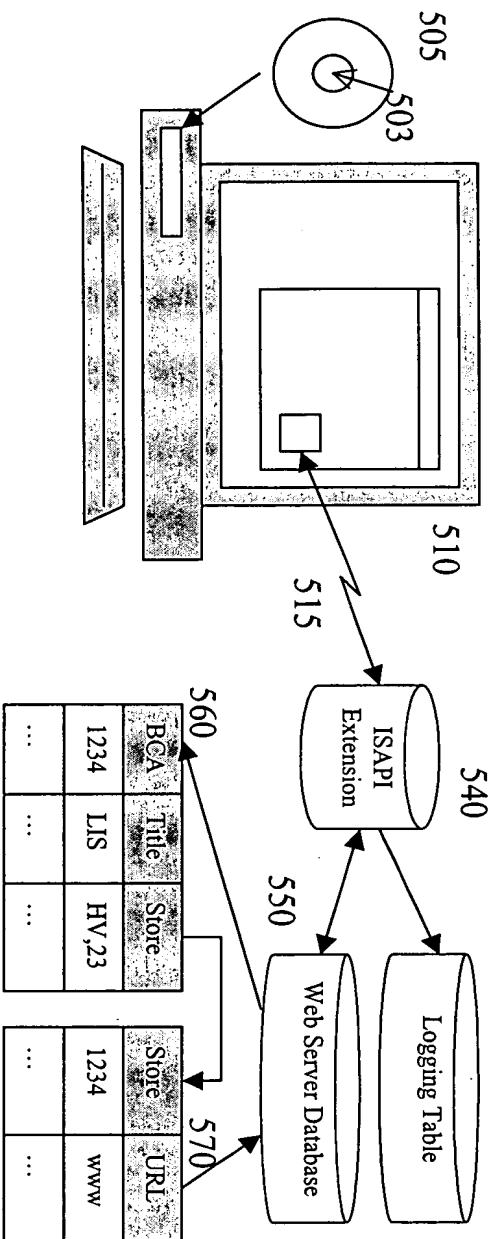


FIGURE 5

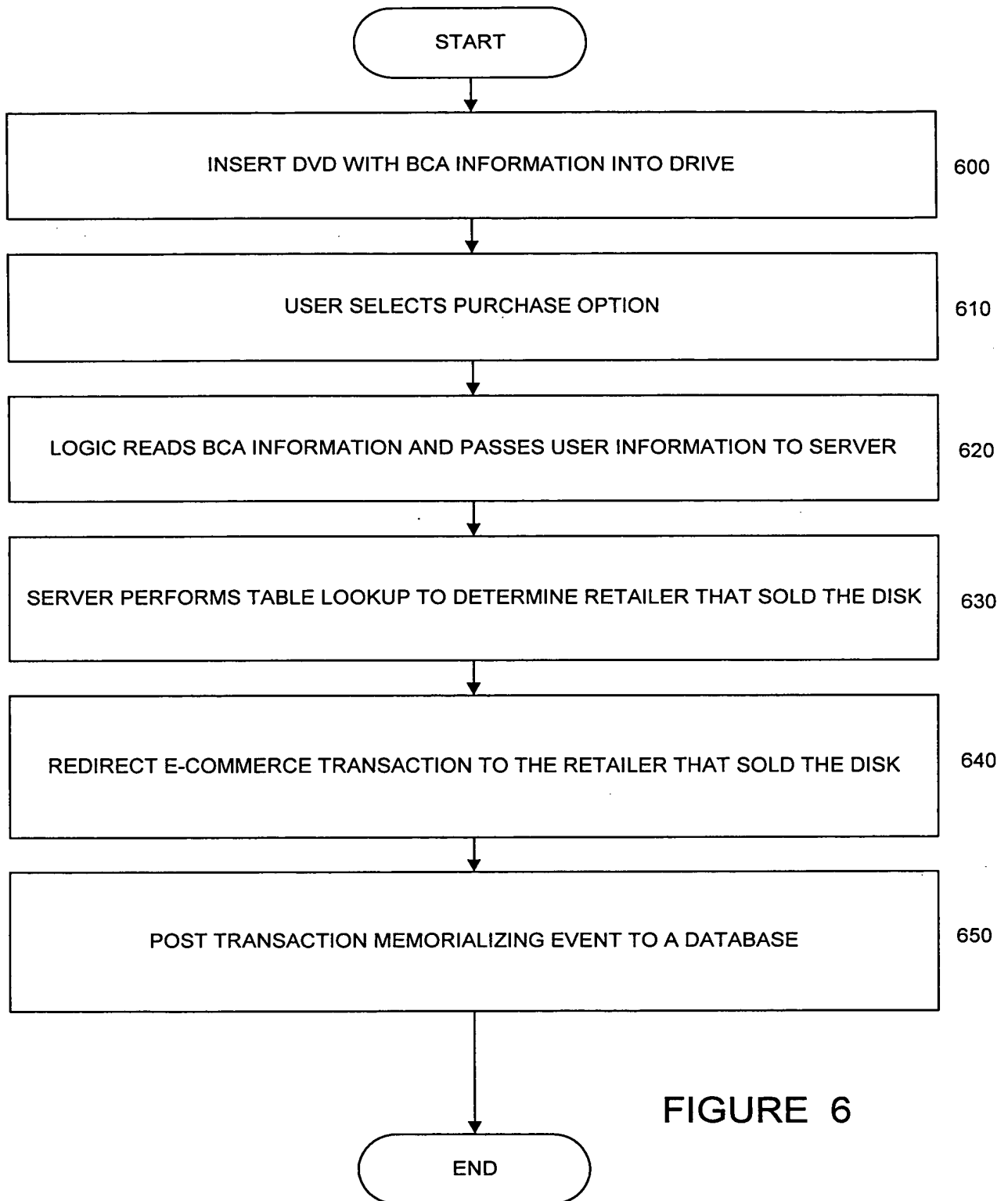


FIGURE 6

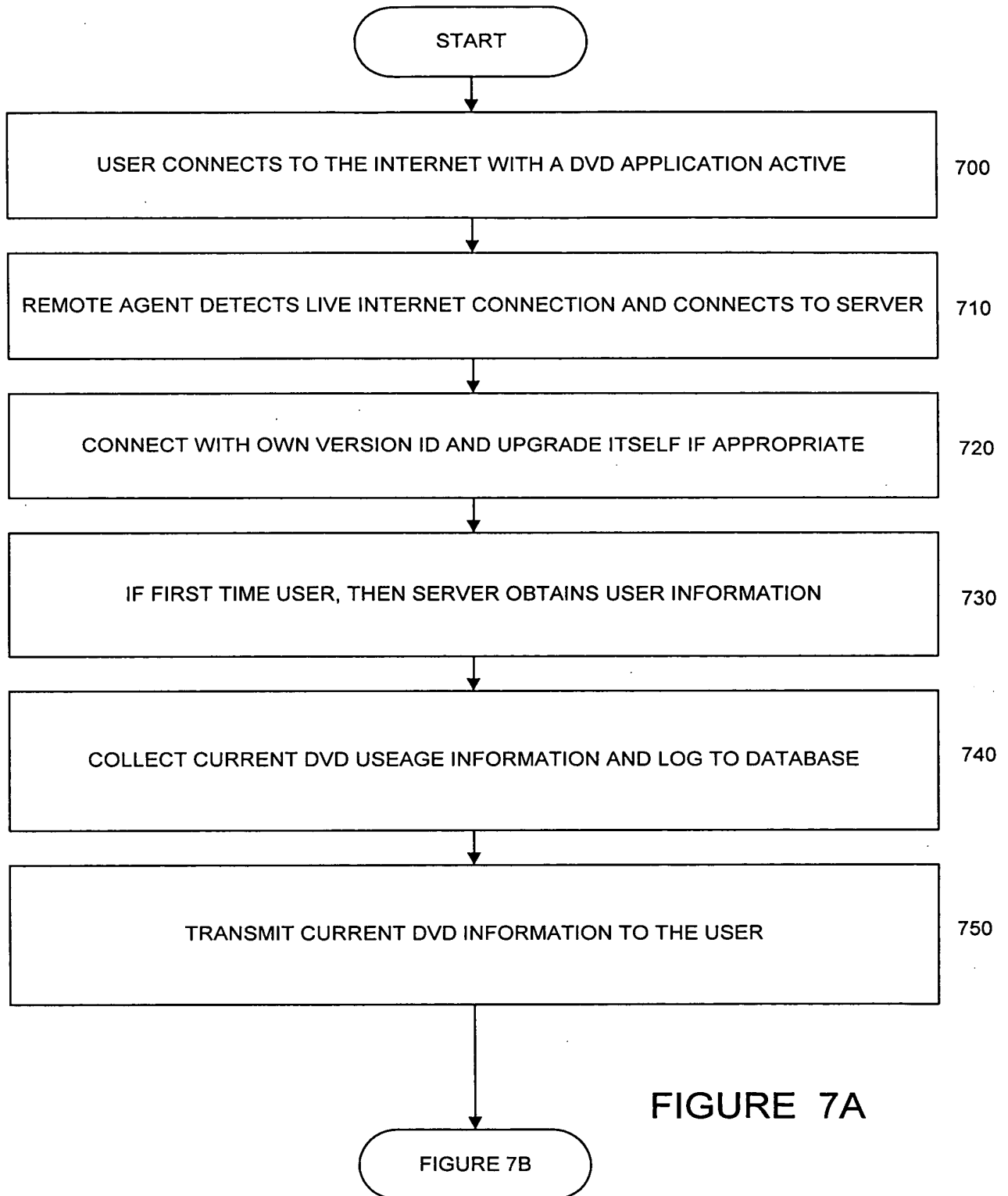


FIGURE 7A

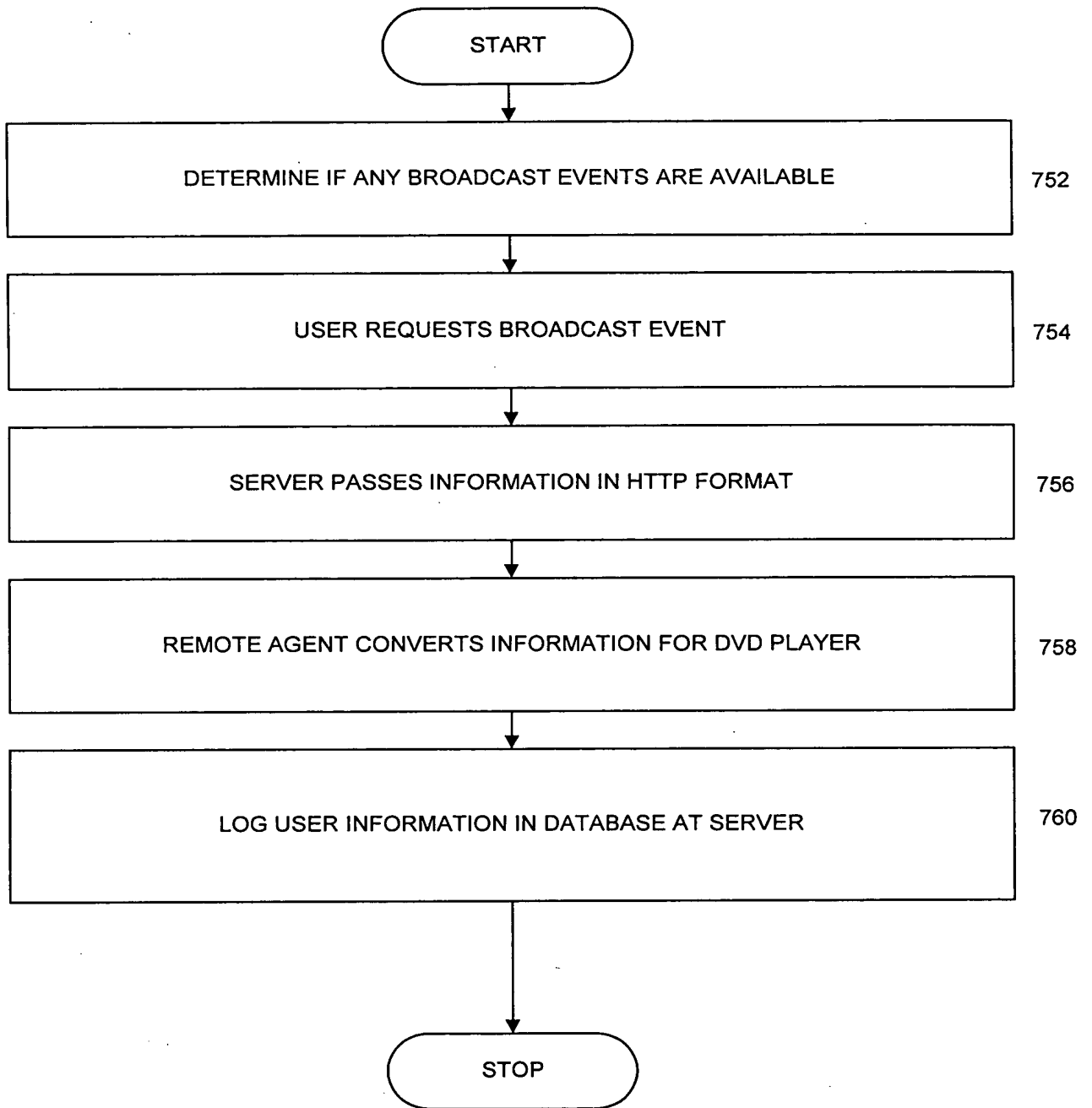


FIGURE 7B

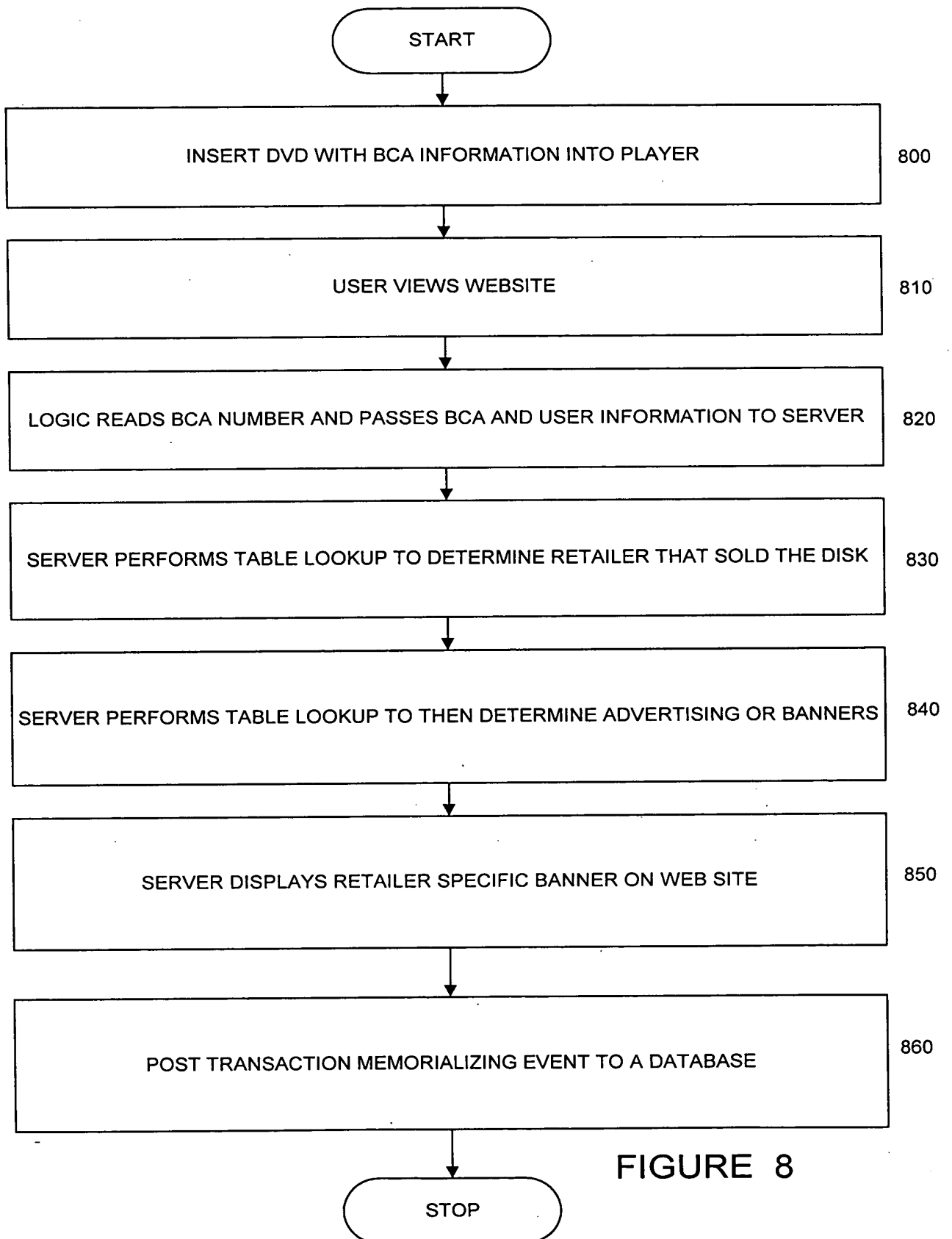


FIGURE 8

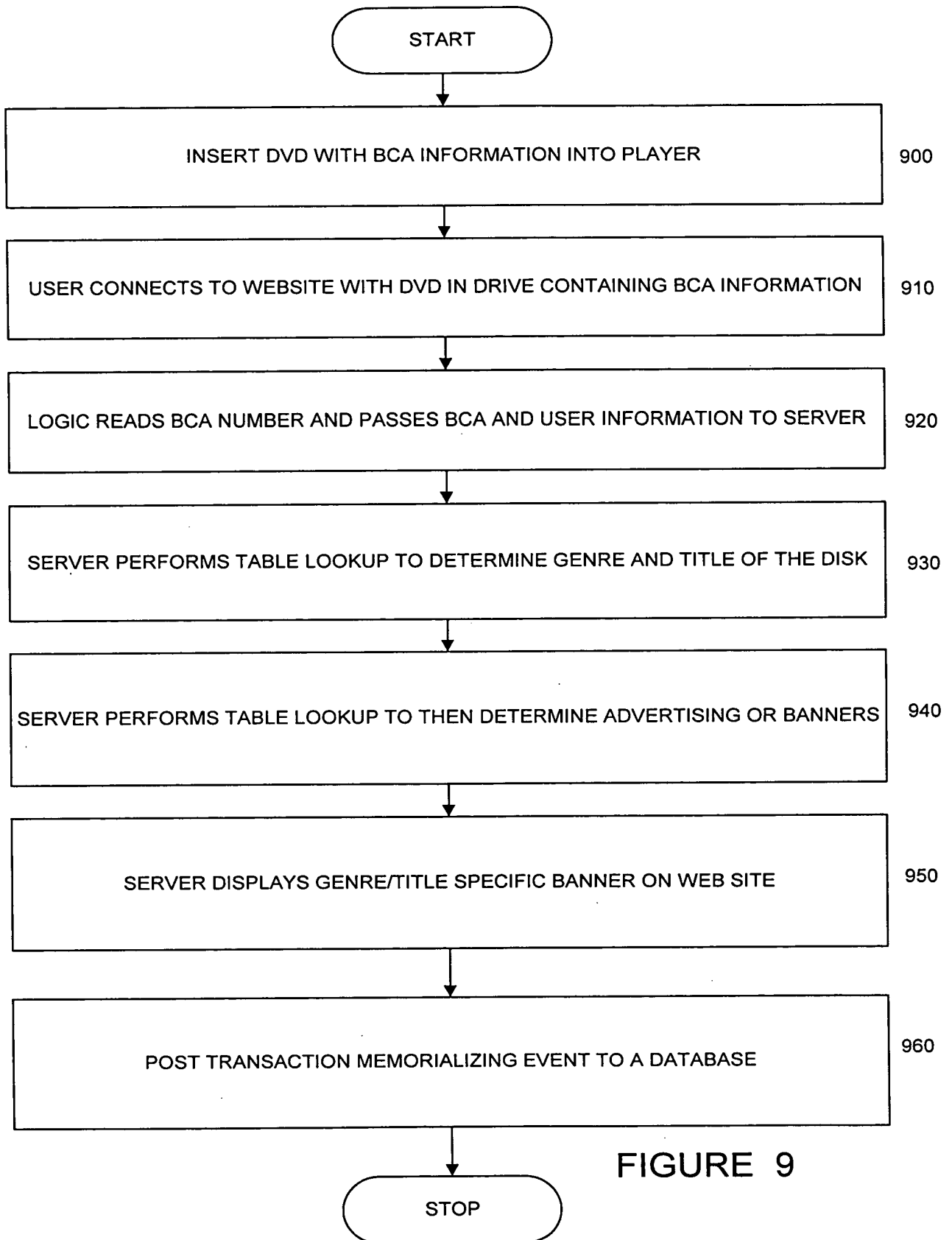


FIGURE 9

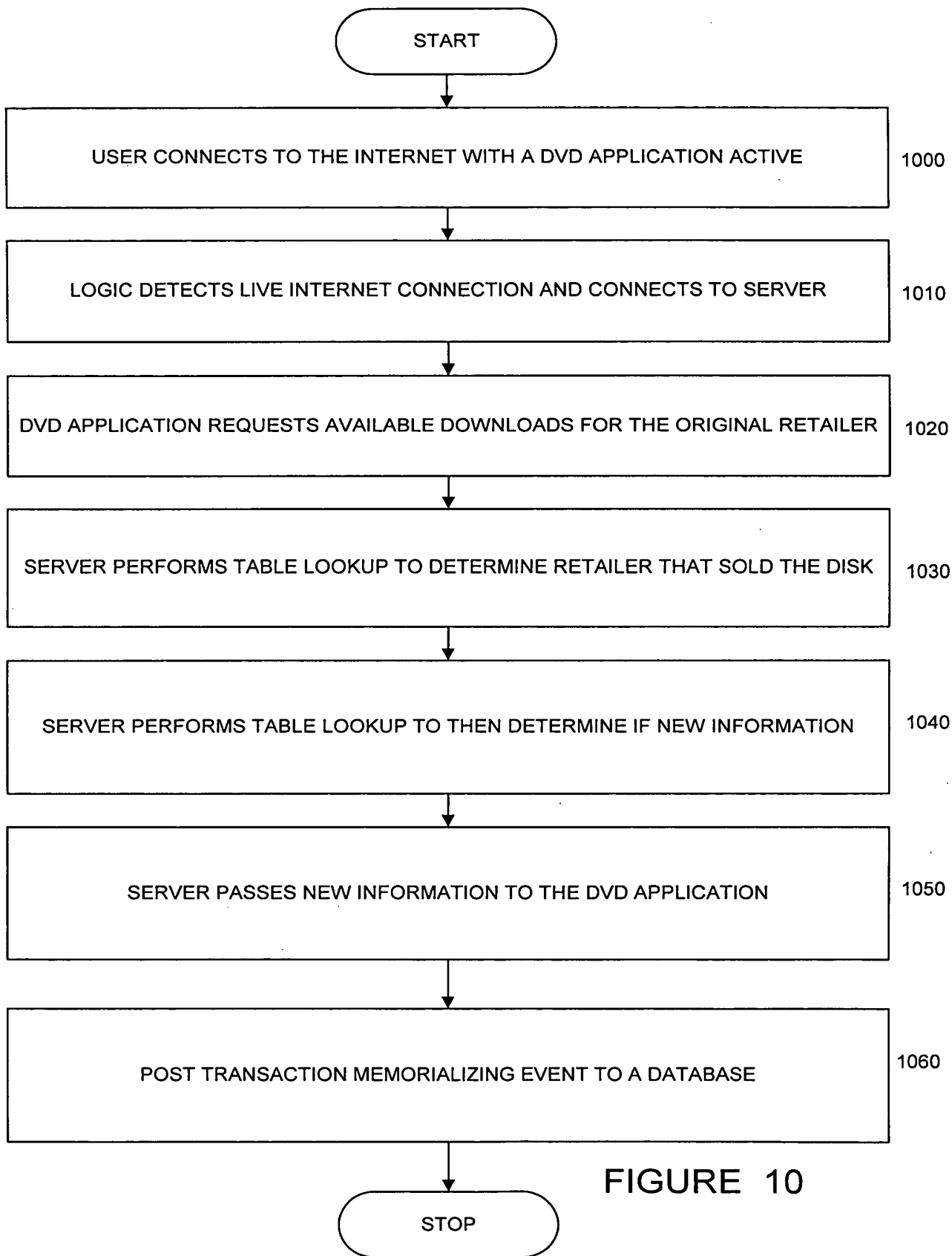


FIGURE 10

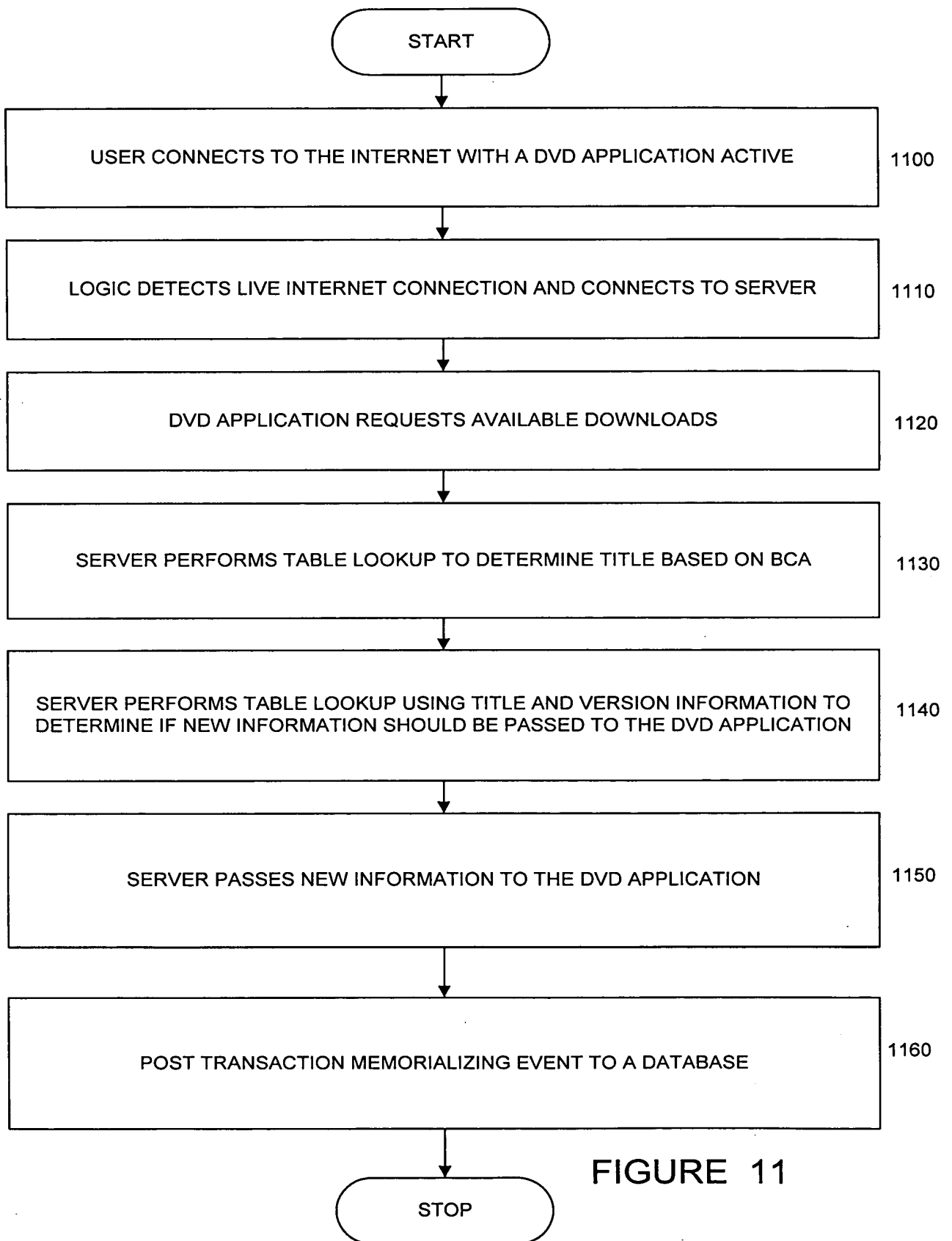


FIGURE 11

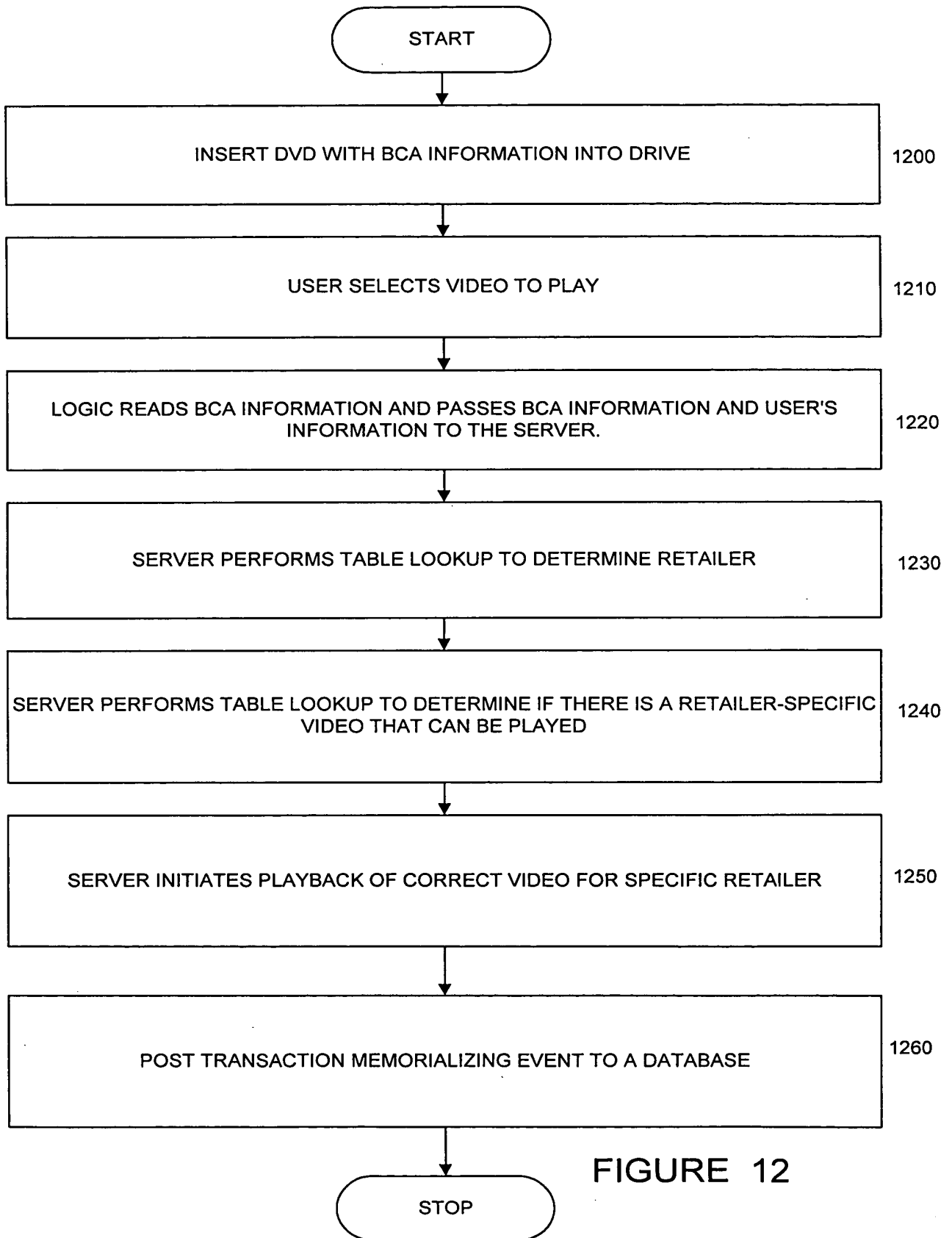


FIGURE 12

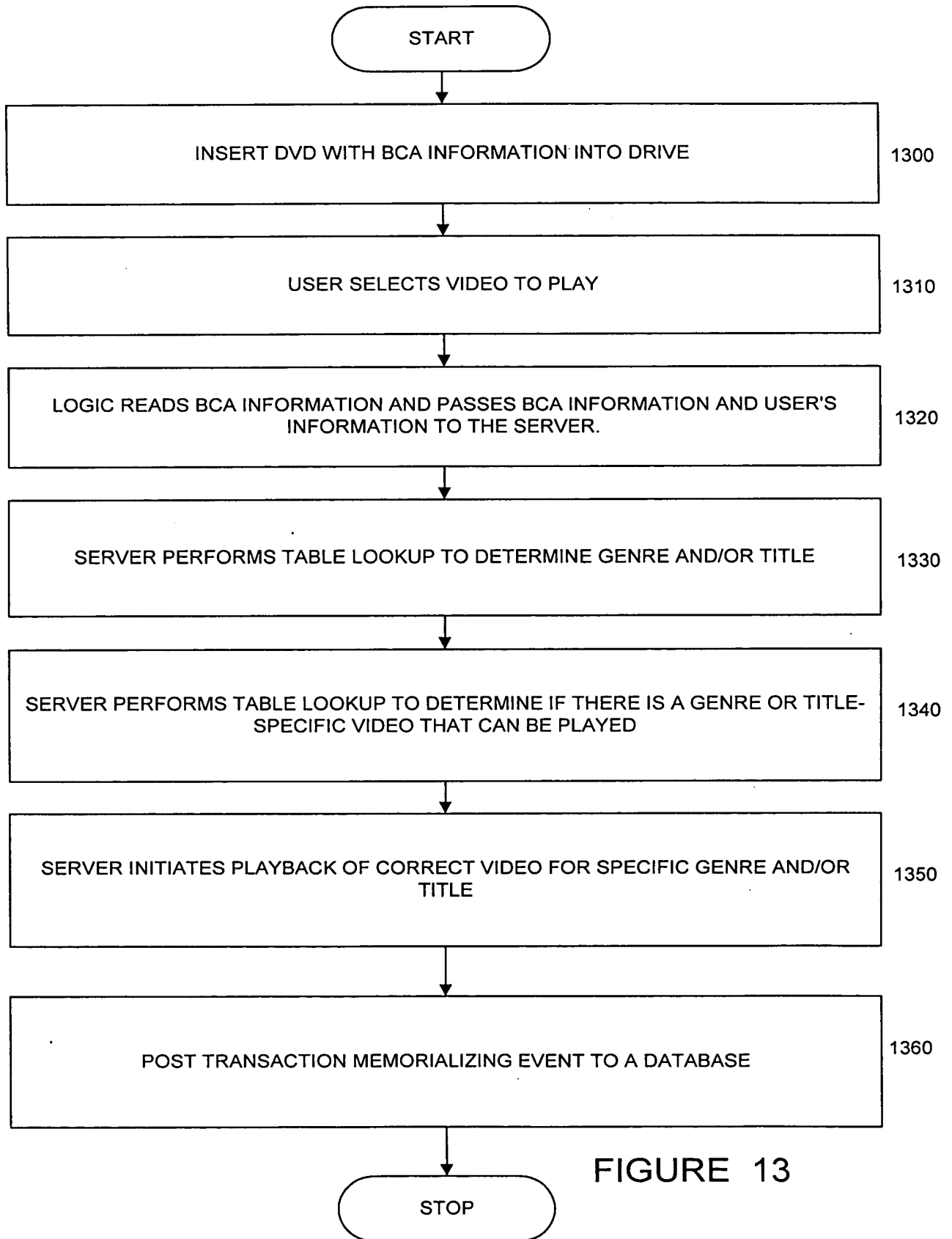


FIGURE 13

6049499260

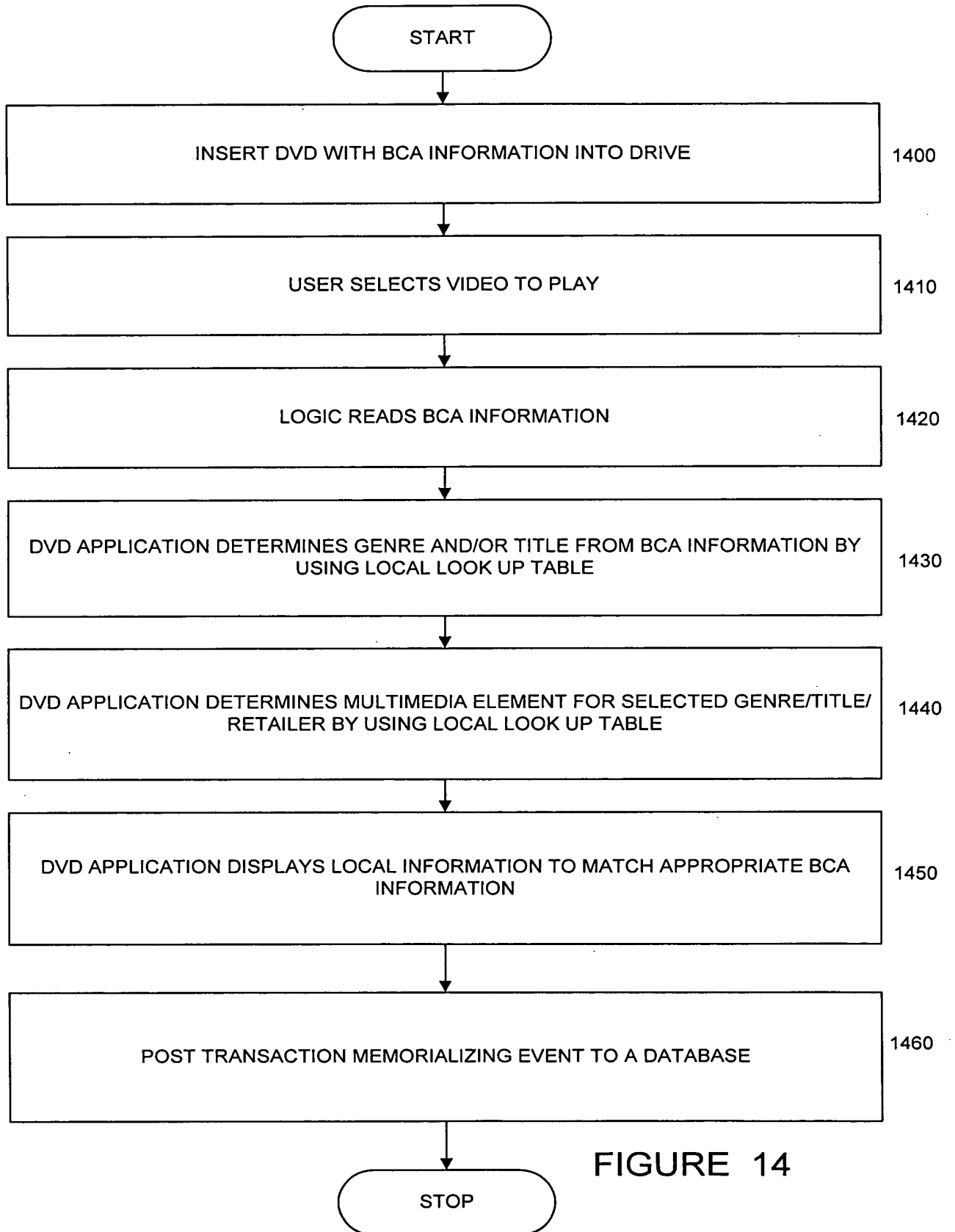


FIGURE 14

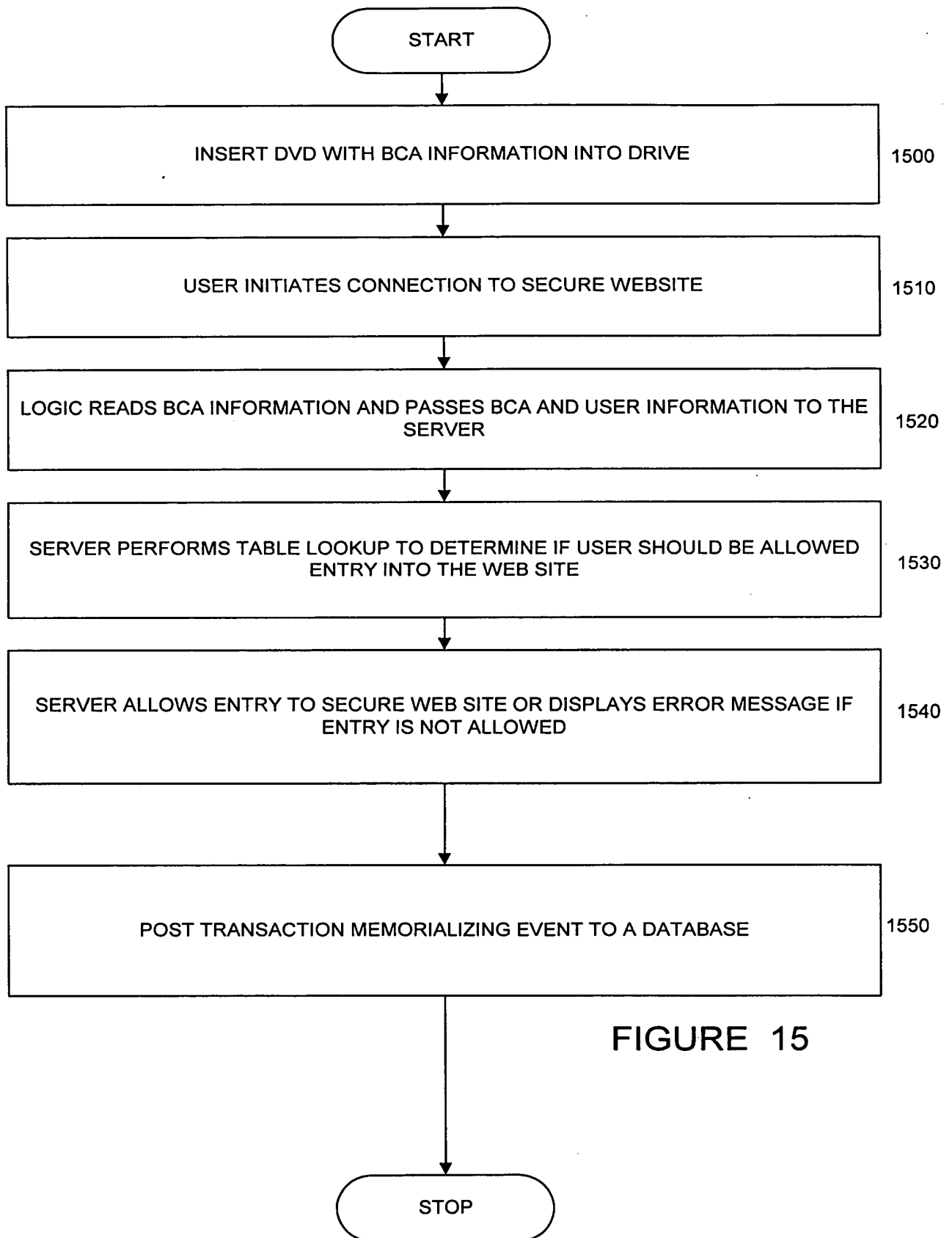


FIGURE 15

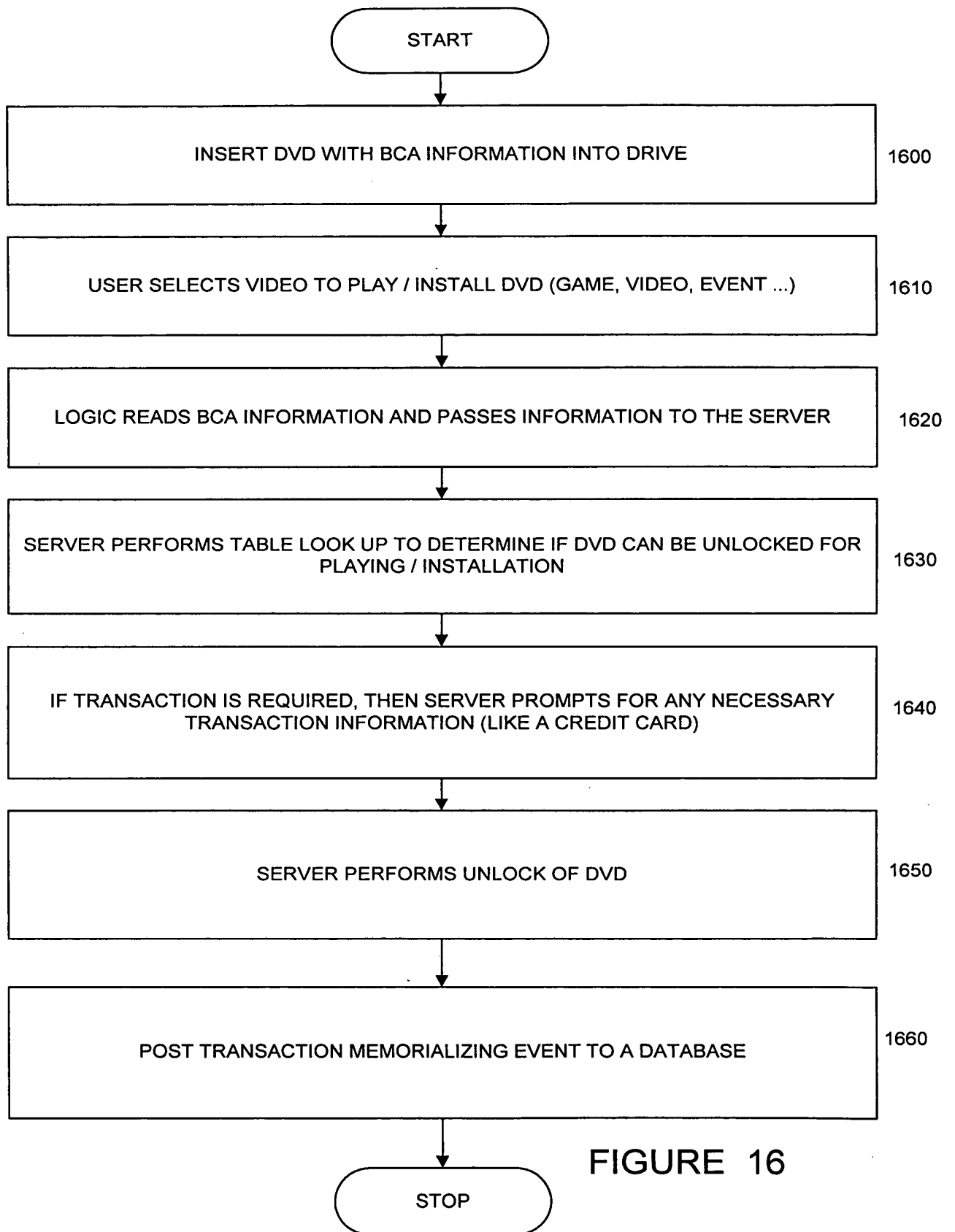


FIGURE 16

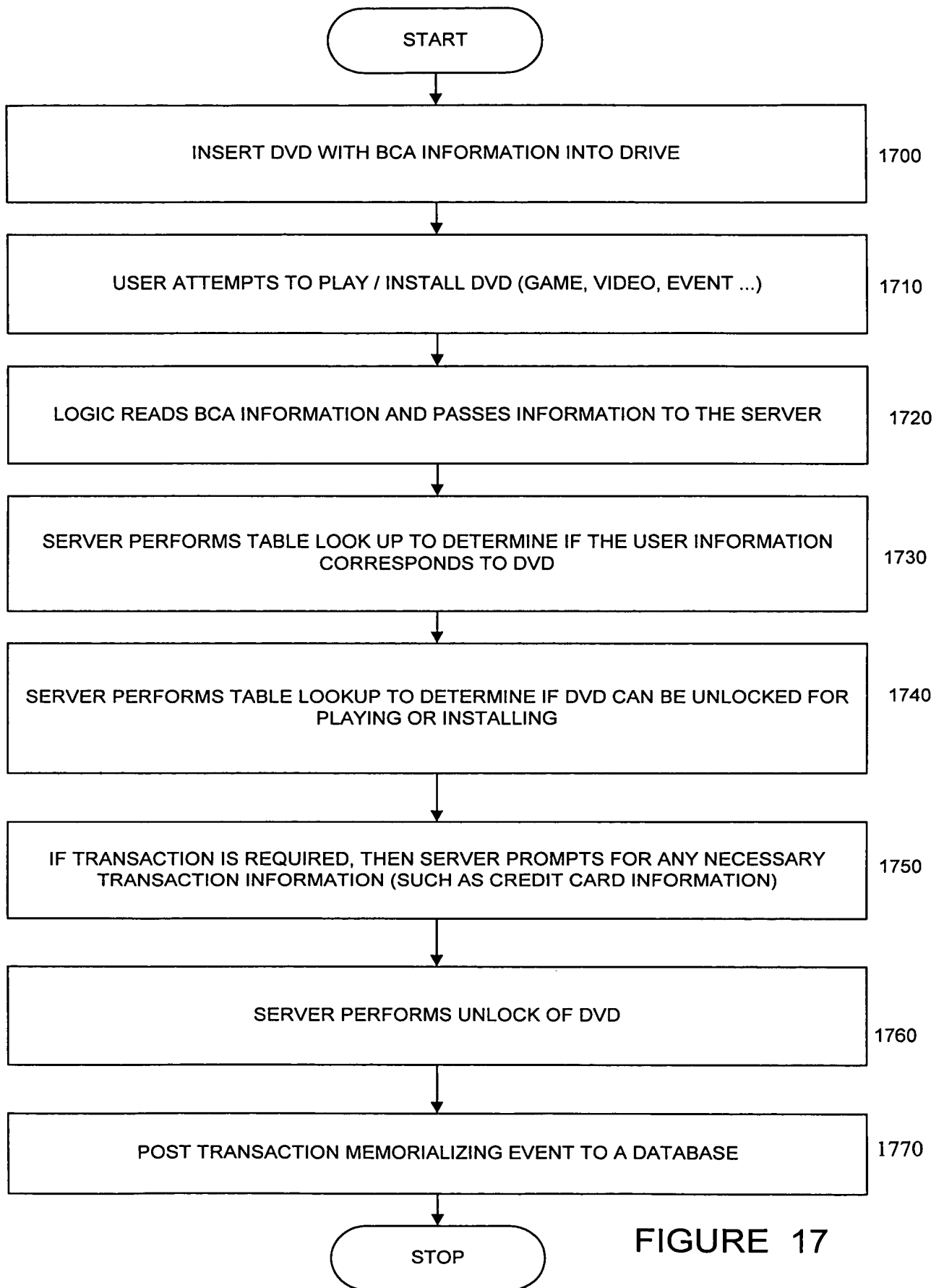


FIGURE 17

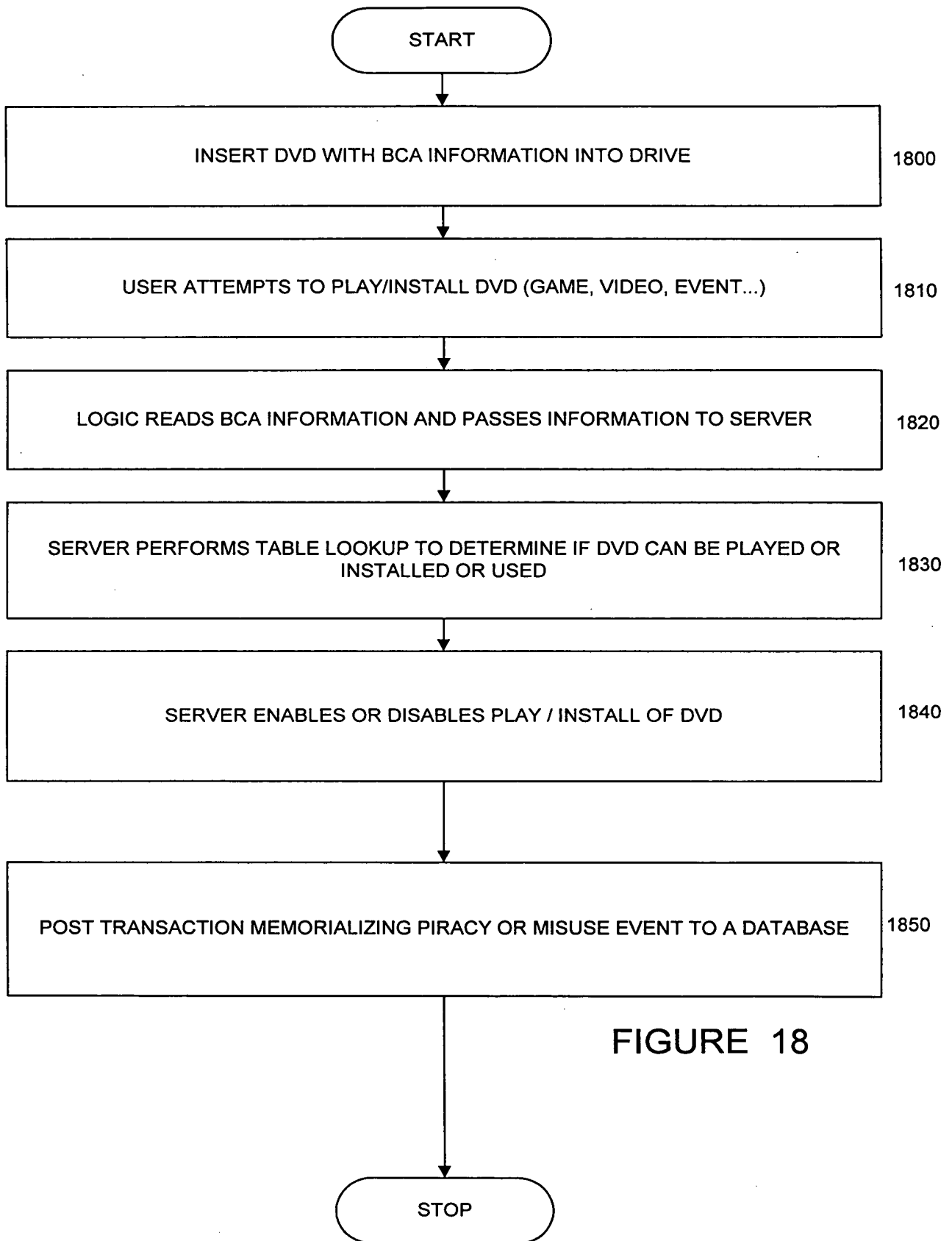


FIGURE 18

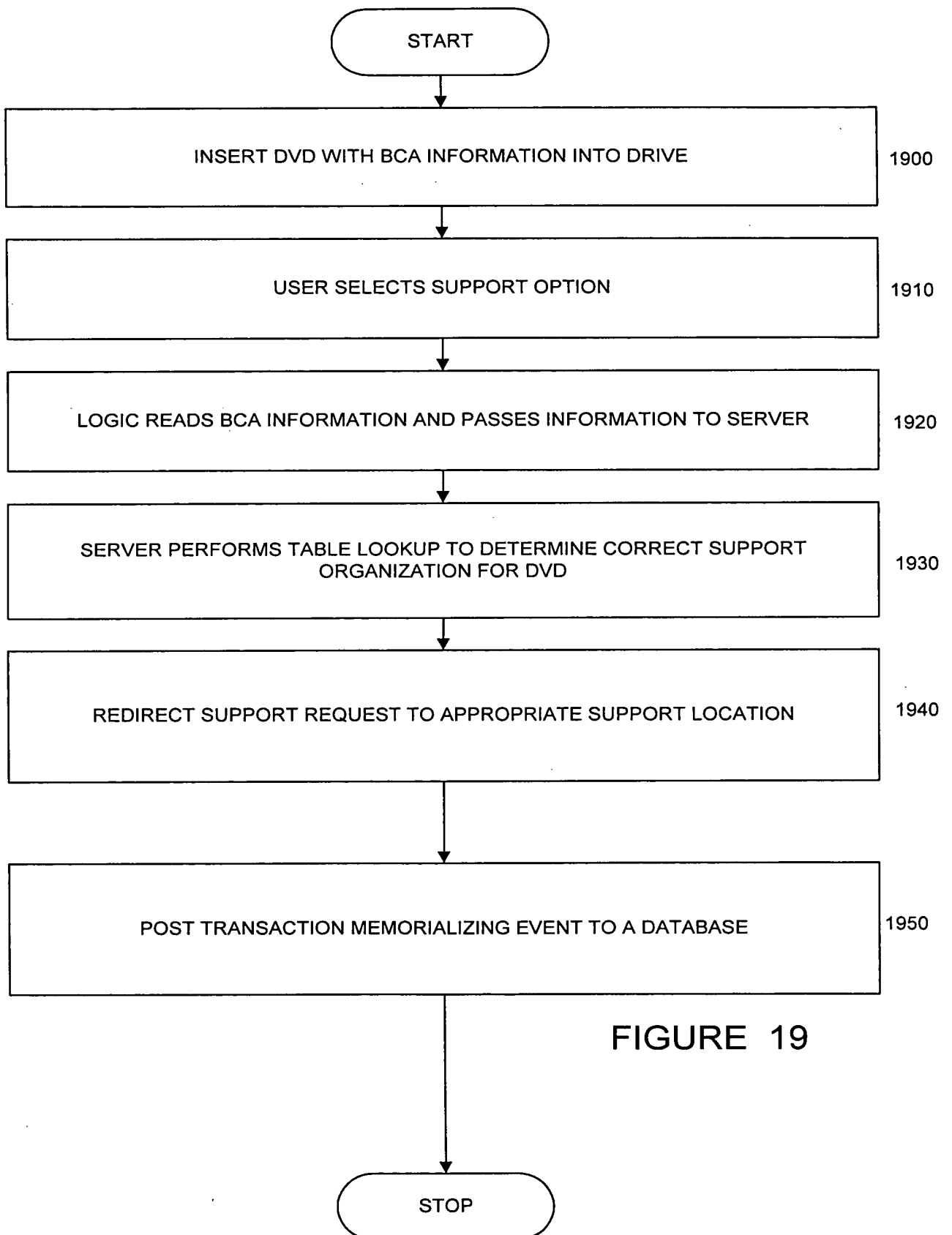


FIGURE 19

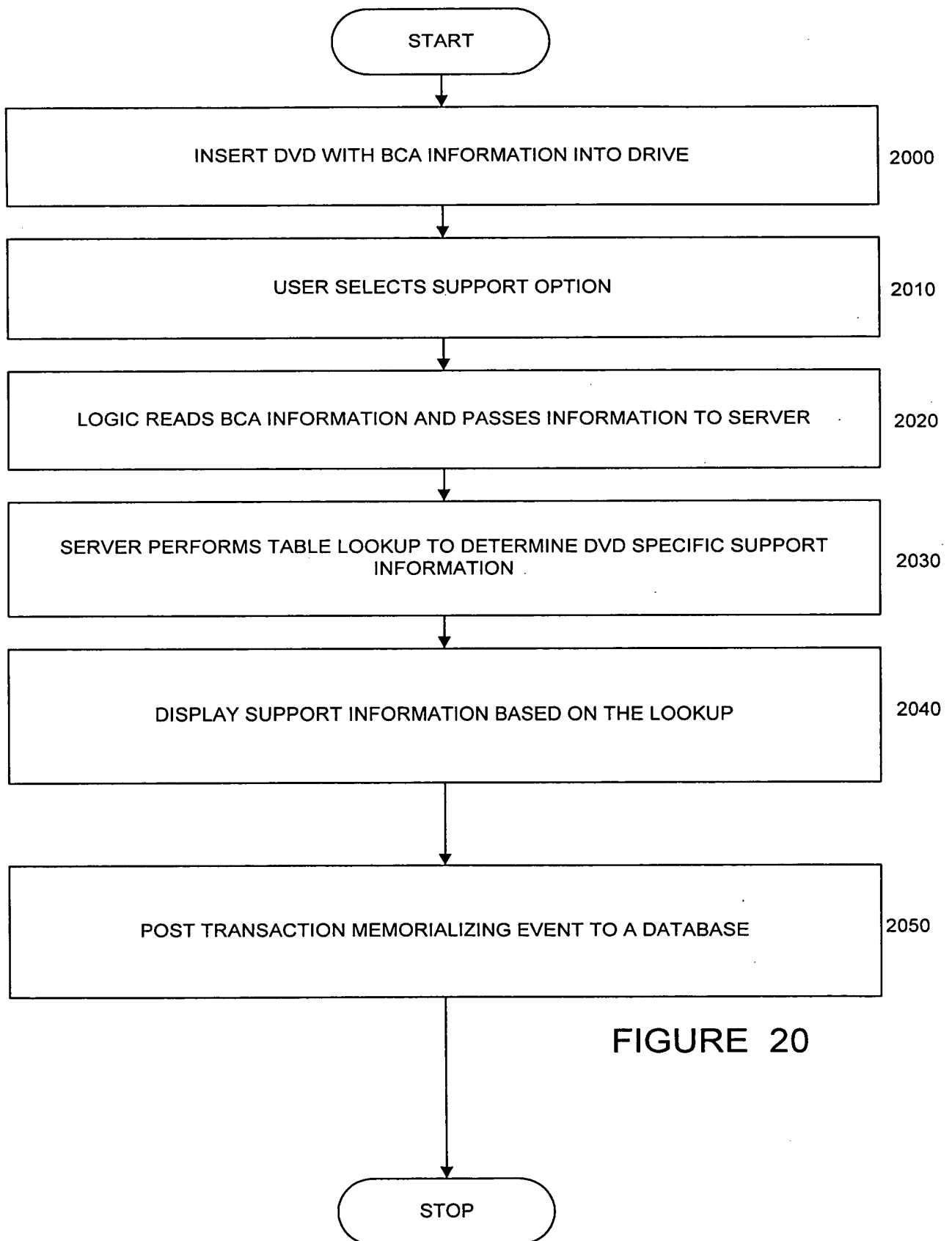


FIGURE 20

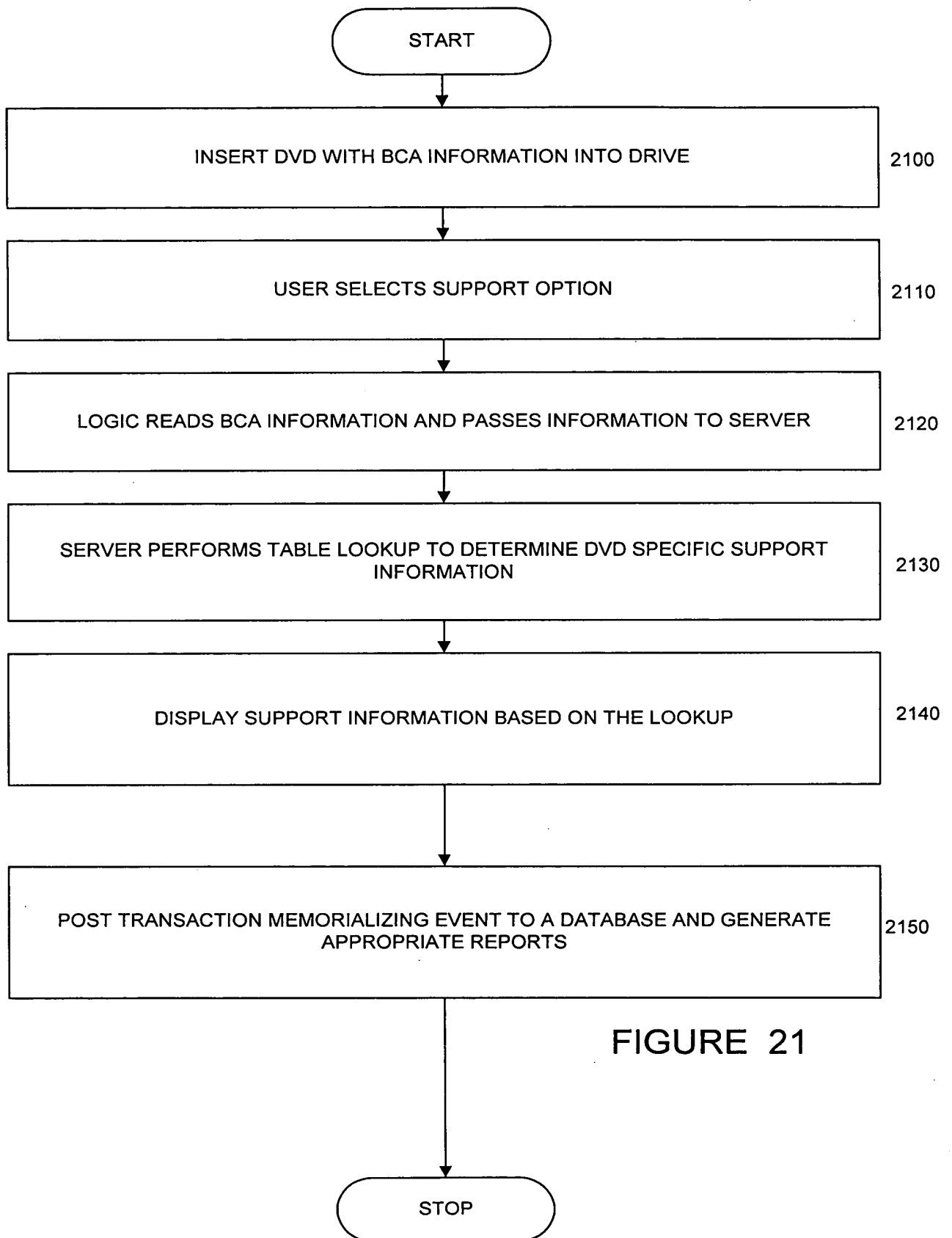


FIGURE 21

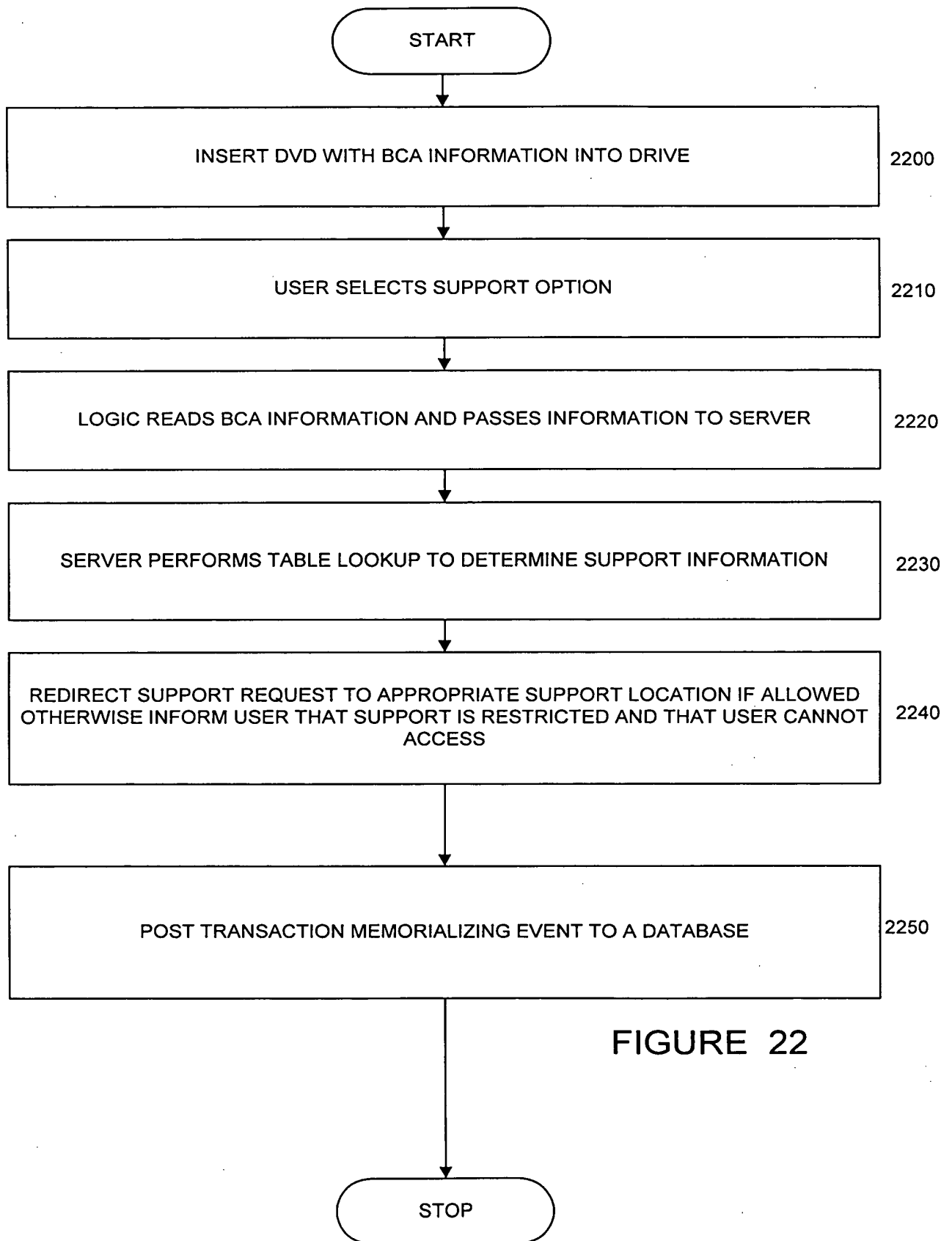


FIGURE 22

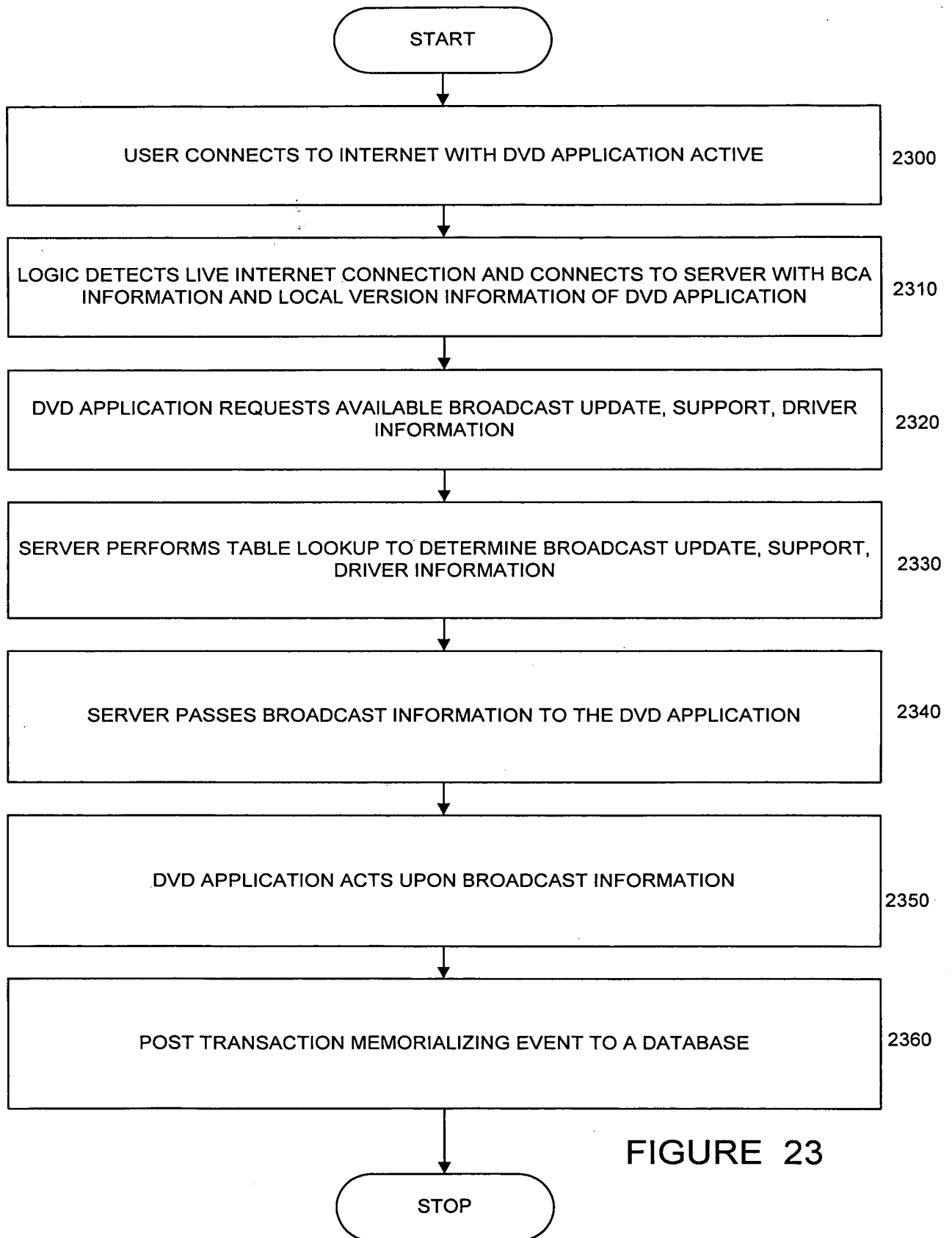


FIGURE 23